Case Study: CTS Pacific Pte Ltd

OVERVIEW

CTS Pacific Pte Ltd is in business of Piping & Turnkey projects and integrated industrial supplies. They are specialized in providing total solution on resource integration of pipeline, engineering and industrial supplies. Their aim is to be one-stop solution provider to customers in all major sectors including shipbuilding, offshore, M & E projects, building & construction, aerospace, oil and gas, automotive industry and refineries.

Although the main driver of the business was professionally qualified, but for the smooth operation and better business development there was a need of a CRM Software solution.

CHALLENGES

CTS Pacific was looking for a software that can help in managing product database, customer database, vendor database along with managing service modules and sales cycle. Sales cycle management involves maintenance and creation of enquiries, quotations, sales orders, delivery orders and invoices. If all this can be managed through a single platform without requirement of multiple data entry at user interface that would make the process more easy, efficient and smooth for CTS Pacific.

Additionally, a reports & dashboard view of the sales figures would help in better business analysis and developing business strategy.

SOLUTION

teamWork CRM provides fully integrated, cost efficient, agile & user-friendly web-based solution for maintaining the database, capture sales data and enhance the customer relationships. Highlights of customized teamwork CRM for CTS Pacific are:

- Consolidate and manage your customer, product and vendor database
- Manage sales team
- Collect, organize, analyze & interpret prospects/client's information
- Maintain customer's history
- Track and manage sales cycle
- Email can be sent to the vendor for requesting quotation with the help of RFQ (Request For Quotation) module
- Effective Purchase and service modules
- Database maintenance system which is hosted on Microsoft cloud which allows users to access the portal through web, anytime anywhere
- Enhanced administrative modules which support multi user log-in
- Ease of creating and generating quotations, invoices, sales order etc.,
- Promotions management
- Read & interpret figures with reports & dashboard view of sales data